



Job Description

Where do you want to go? Pivot is a customer engagement agency that comes alongside our clients to help them comprehend their markets through our research division, connect with their audience through our marketing and creative services agency, and convert leads into opportunities through our training division. We are a group of dreamers and hard workers who love telling our clients' stories. We also love ice cream, because ice cream.

Job Title: Corporate Marketing Manager

ESSENTIAL DUTIES AND RESPONSIBILITIES (OTHER DUTIES AS ASSIGNED):

1. **The primary goal of the corporate marketing manager is to ensure Pivot's story is well told in key markets, thereby generating sufficient leads for the sales team.**
2. **The corporate marketing manager will develop and execute an annual Pivot marketing plan, ensuring alignment with company sales and business development initiatives.**
3. **Coordinate and lead event marketing experiences at key industry events.**

Job Duties/Competencies:

- Manage and coordinate all activities and processes associated with implementing lead generation and content marketing campaigns.
- Maintain corporate marketing processes and work flows.
- Brief appropriate Pivot staff about marketing campaigns.
- Manages internal and external communications.
- Manage marketing section of HubSpot CRM.
- Manage and coordinate Pivot's external association/organization activities (e.g. membership, advertising, team participation, sponsorships).
- Liaison with social media team, coordinating marketing activities.
- Analyze campaign results and present to all key stakeholders. Success will be measured by the effectiveness of the campaigns and the ability to support broad demand generation creation including the alignment with strategic goals.
- Collaborate regularly with the Leadership team to review and solicit feedback on the strengths, weaknesses, ROI, and opportunities of marketing efforts and plans for improving the firm's business development efforts and future marketing focus.
- Prepare and manage marketing budgets for all corporate marketing initiatives and business unit-specific programs. Deliver all marketing activity within approved budget.
- Develop, coordinate and drive consistent content on relevant social media platforms such as Facebook, LinkedIn, Instagram, etc. Participate in company's Social Media Committee.
- Serve as primary logistics contact for our industry association and partnerships.
- Managing and coordinating activities associated with Pivot's presence at events.
 - Registration, pre- and post-event activities, event briefings, business development coordination for clients and potential clients, booth set up and tear down.
 - Manage seamless event experiences, from creative booth concepts, tradeshow logistics and related marketing campaigns.

Supervisory Responsibilities

None.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education and/or Experience

Bachelor's degree in Marketing/Communications or related field.

A minimum of 3-5 years of experience in marketing, communications and/or public relations within an agency or a corporate marketing department.

Previous corporate marketing experience.

Meaningful experience with events and event management.

B2B marketing experience preferred.

Language/Communication Skills

Strong writing, editing and proofreading skills are essential; attention to details is a must.

Excellent verbal and written communication skills.

Computer Skills

Expertise in Word, Excel, PowerPoint and HubSpot.

Other Skills & Abilities

Highly effective interpersonal skills that include the ability to work collaboratively in a team environment.

Proficiency with email marketing, digital communications, and web publishing platforms a plus
HubSpot experience preferred.

A strong working knowledge of design, brand development, and creative process.

Flexibility, a helpful, can-do attitude, and a sense of humor are essential!

Physical Demands

Willingness to travel (up to 20%).

Location

This position is preferred to be in our Portland, OR headquarter office.

WHEN APPLYING FOR THIS POSITION:

Please include a cover letter and resume. In your cover letter, please tell us about your favorite brand. Cover letter and resumes should be sent to admin@askpivot.com.

CORPORATE MARKETING MANAGER: JOB DESCRIPTION

<p>Physical Demands</p> <p>The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to use hands to finger, handle, or feel. The employee is occasionally required to stand; walk; reach with hands and arms and talk or hear. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus.</p>	<p>Work Environment</p> <p>The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>The noise level in the work environment is usually quiet.</p>
<p>Department: Corporate Marketing & Business Development Reports To: Director or Principal FLSA Status: Exempt, Full Time</p>	<p>Prepared By: Pam Noland Prepared Date: 5/9/18 Approved By: Jeremy Graves Approved Date: 5/10/18</p>